

## REMARKS

These Remarks are submitted under 35 U.S.C. § 132 and 37 C.F.R. § 1.116 in response to the Office Action mailed September 21, 2006.

### Summary of the Examiner's Action and Applicants' Response

The Examiner has rejected Claims 1-25 under 35 U.S.C. § 103(a) as being obvious based on Wistendahl, et al. (U.S. Patent No. 5,708,845) in view of Lonnroth, et al. (U.S. Patent No. 6,826,597). Applicants respectfully traverse the rejections. Claims 1-25 remain pending.

### Response to the Rejection of Claims 1-25 under 35 U.S.C. § 103(a)

Regarding Claims 1, 8, 13, and 19, the Examiner stated that Wistendahl, et al. discloses all of the elements, except for disclosing translating the hot spot and the attributes from the generic format into a first format prior to embedding. The Examiner stated that "Lonnroth, et al. teaches a method for translating client requested data into a format compatible with the client device (col. 3, lines 13-31) wherein content is converted into a format determined to be compatible with the requesting client prior to delivering the content to the client (col. 7, lines 40-50; col. 8, line 20 -col. 9 line 24), providing the benefit of allowing a single application to be compatible with many different types of clients (col. 10, lines 25- 60)." The Examiner concluded that it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the method taught in Wistendahl, et al. by utilizing the above teaching of Lonnroth, et al. for the purpose of allowing a single application to be compatible with many different types of clients.

Regarding Claim 1, the Examiner stated that Wistendahl, et al. teaches "storing said hot spot and said attributes in a generic format (col. 4 line 60 -col. 5 line 15)". Applicants respectfully disagree. Applicants respectfully submit that Wistendahl, et al. teaches **storing display location coordinates and frame addresses** of the "hot spots" as data separate from the media content and **in a standard format**. (See Col. 4, lines 63, Col. 5, line 7). Applicants respectfully submit that that Wistendahl, et al., does not teach **storing the hot spot and its attributes** in a generic format, as claimed in Claim 1. Further, Applicants respectfully submit that it follows then that Wistendahl, et al. does not teach or suggest the step of translating the hot spot and the attributes from the generic format into a first format, as claimed in Claim 1. Applicants respectfully submit that Lonnroth, et al. does not teach hot spots and thus does not teach these steps. Applicants respectfully submit,

therefore, that Claim 1 is non-obvious based on Wistendahl, et al. in view of Lonnroth, et al. for the above reasons. Claims 2-7 depend from Claim 1, and thus are respectfully submitted as being non-obvious based on Wistendahl, et al. in view of Lonnroth, et al. for the same reasons as above for Claim 1.

Claims 13 and 19 includes the same storing step as Claim 1 and thus are respectfully submitted as being non-obvious based on Wistendahl, et al. in view of Lonnroth, et al. for the same reasons given above for Claim 1. Claims 14-18 depend from Claim 13, and thus are respectfully submitted as being non-obvious based on Wistendahl, et al. in view of Lonnroth, et al. for the same reasons as above for Claim 13. Claims 20-25 depend from Claim 19, and thus are respectfully submitted as being non-obvious based on Wistendahl, et al. in view of Lonnroth, et al. for the same reasons as above for Claim 19.

Regarding Claim 8 and further regarding Claim 13, the Examiner stated that Wistendahl, et al. teaches “creating a template that defines at least one attribute for a hot spot (col. 10, lines 5-15)” and “assigning enhancement attributes to said hot spot based on said template (col. 10, lines 5-57).” Applicants respectfully disagree. Claims 8 and 13 include the steps of creating a template that defines at least one attribute for a hot spot; providing a graphical user interface for receiving from the user a geometric outline defining said hot spot on said single video frame; and assigning at least one attribute to said hot spot based on said template. Applicants respectfully submit that Wistendahl, et al. teaches a user drawing an outline around an object in a frame and using that the same outline data for succeeding frames if the object appears in the same position in the other frames, i.e., the object is non-moving. (See Col. 9, lines 66- Col. 10, line 2, and Col. 10, lines 16 – 24). Applicants respectfully submit that Wistendahl, et al. also discloses storing the outline data of the first frame so it can be used for a sequence of frames having the non-moving object. Applicants respectfully submit that the methods claimed in Claims 8 and 13 teach, **as separate steps**, the steps of **receiving a geometric outline defined for a hot spot** and **assigning attributes for that geometrically defined hot spot based on the template**. Applicants respectfully submit that Wistendahl, et al. does not teach these separate steps for the method using a template, as claimed in Claims 8 and 13. That is, Applicants respectfully submit that the teaching in Wistendahl, et al. of storing an outline that can be reused (if an object is not moving between frames) does not teach creating a template on which attributes can be assigned **to a hot spot, for a hot spot that has been defined by a geometric outline using a separate step**, as claimed in Claims 8 and 13.

Applicants respectfully submit that Lonnroth, et al. does not teach hot spots and thus does not teach these steps. Applicants respectfully submit, therefore, that Claim 8 is non-obvious based on Wistendahl, et al. in view of Lonnroth, et al., for the reasons given above. Applicants respectfully submit that Claim 13 is non-obvious based on Wistendahl, et al. in view of Lonnroth, et al., for this additional reason. Claims 14-18 depend from Claim 13, and thus are respectfully submitted as being non-obvious based on Wistendahl, et al. in view of Lonnroth, et al. for the additional reason given above for Claim 13.

Claims 9-12 depend from Claim 8, and thus are respectfully submitted as being non-obvious based on Wistendahl, et al. in view of Lonnroth, et al. for the same reasons as above for Claim 8.

Further regarding Claim 10, Applicants respectfully submit that Wistendahl, et al. in view of Lonnroth, et al., singly or combined, do not teach or suggest a template comprising a language attribute for a hot spot. Applicants respectfully submit, therefore, that Claim 10 is non-obvious based on Wistendahl, et al. in view of Lonnroth, et al. for this additional reason.

Further regarding Claim 11, Applicants respectfully submit that Wistendahl, et al. in view of Lonnroth, et al., singly or combined, do not teach or suggest a template comprising a URL link attribute for a hot spot. Applicants respectfully submit, therefore, that Claim 11 is non-obvious based on Wistendahl, et al. in view of Lonnroth, et al. for this additional reason.

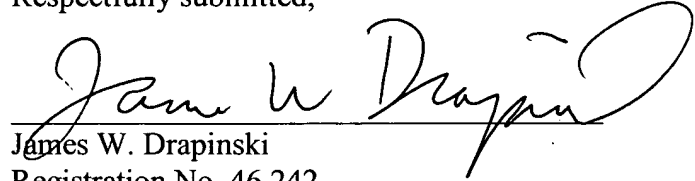
Further regarding Claim 12, Applicants respectfully submit that Wistendahl, et al. in view of Lonnroth, et al., singly or combined, do not teach or suggest a template comprising an attribute that determines the set top box used to display the hot spot. Applicants respectfully submit, therefore, that Claim 12 is non-obvious based on Wistendahl, et al. in view of Lonnroth, et al. for this additional reason.

### **Conclusion**

For the above reasons, Applicants respectfully submit that all pending claims, Claims 1-25, in the present application are allowable. Such allowance is respectfully solicited.

If a telephone conference would expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (415) 984-8200.

Respectfully submitted,



James W. Drapinski  
Registration No. 46,242

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Date

NIXON PEABODY LLP  
Suite 900, 401 9<sup>th</sup> Street, N.W  
Washington, D.C. 20004-2128  
(415) 984-8200